INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1657 — Washington, D. C. — November 9, 1957

Esther Foley, Home Service Director for MacFadden, To Address Marketing Session at N.C.A. Convention

Miss Esther Foley, home service director for MacFadden Publications, Inc., will address an audience of canners, brokers, and buyers at the Marketing Session of the N.C.A. Convention, January 21, in Atlantic City.

Miss Foley will discuss a number of women's service magazines in terms of the various audience levels they reach, with particular emphasis on the food sections and their effect on the shopping habits of the American housewife. She will share the speakers' platform with three other specialists in food marketing.

MacFadden publishes a number of consumer magazines, the best known and most widely read being *True Story*, with a circulation of 2½ million. Miss Foley will bring to the Marketing Session, therefore, an experienced consumer viewpoint.

As MacFadden's home service director and previously as editorial food consultant for the New York *Herald-Tribune* and the *American Home Magazine*, Miss Foley has devoted a 22-year career to the task of getting to know the lady of average and low-income American homes.

Because she feels that *True Story* food pages should be written by readers as the rest of the magazine is, Miss Foley has considerable contact with her readers both by correspondence and through personal interview, and has knowledge and understanding of meal planning problems, cooking facilities, and the likes and dislikes of many housewives and their families.

Miss Foley is convinced that the lower-middle income family is sold on the importance of convenience foods. She has learned that the secret weapon of the low budget meal planner is the "stretcher," the one item which binds all the diverse elements of the economy menu into a "meal" and gives it substance.

Miss Foley has found that the median age of her typical housewife reader is 28. She has usually been married since the age of 17 and her formal education is limited to a year or two in high school. Yet, despite the absence of academic accomplishment, she is alive and alert to the changes and innovations in modern food preparation.

1597 Pack of Sweet Corn

The 1957 pack of canned sweet corn totaled 37,516,892 actual cases as compared with the 1956 pack of 42,244,516 cases, according to a report by the N.C.A. Division of Statistics.

The decrease from last year of greatest significance was in the Middle Atlantic and Midwest areas. The packs in Maine and New York increased over last year but were only about equal to average production there prior to 1955.

The totals do not include canned corn on the cob or canned succotash or other mixtures.

Details of the pack report have been mailed to all corn canners, and the summary of the pack by states is published on page 335.

N.C.A. Convention Banquet

Enclosed with this issue of the INFORMATION LETTER is a five-color flier again calling attention to the N.C.A. Convention Banquet, to be held at the Traymore Tuesday night, January 21, and listing the entertainment.

Tickets are $12.50 each, and the N.C.A. is now accepting reservations.

Planning Contract Awarded for Army Radiation Center

A contract for the production planning of facilities for the U. S. Army Ionizing Radiation Center to be built at Sharpe General Depot, Lathrop, Calif., has been awarded to a new firm named Irradiated Products, Inc., it is announced by the Department of Defense.

Irradiated Products, Inc., is an independent industry group with headquarters at 250 Park Avenue, New York City. It was formed for the purpose of undertaking the radiation enterprise by four companies representing major areas of the food business:

Armour & Co., Chicago; Continental Can Co., Inc., New York City; Food Machinery & Chemical Corp., San Jose, Calif.; and General Foods Corp., New York City.

Subcontractors are The American Radiator and Standard Sanitary Corp., New York City; Stanford Research Institute, Menlo Park, Calif.; and Varian Associates, Palo Alto, Calif.

"Each of these companies has already demonstrated its interest in radiation processing of foods by undertaking research or development work in this field with its own funds," according to the Defense Department announcement.

IPI officers are: president—Udell C. Young, vice president, General Foods; vice president—Victor Conquest, vice president, Armour; secretary—Arno M. Wiese, assistant to vice president, General Foods; and treasurer—John N. Carty, assistant treasurer, Continental Can.

The Defense Department also stated:

"Operation of the Ionizing Radiation Center will combine industrial knowledge and experience in plant design and food processing with the scientific knowledge developed by the Army's extensive research program in food irradiation. The Army program is currently administered by Headquarters, Quartermaster Research and Engineering Command, Natick, Mass.,

which will direct operations of the Radiation Center.

"Production planning for the Center will include the development and review of plans for the plant layout, space allocations for various functions, work-flow diagrams, production methods and practices and cost studies.

"Construction of the Center is expected to begin in 1958. The Center will consist primarily of a food processing plant utilizing an electron accelerator, to be constructed for the Army Quartermaster Corps by Varian Associates, Palo Alto, Calif., and a gamma ray source, the design of which is not yet decided. It is anticipated that about 150 employees will be required to operate the Center during the first year of operation and approximately 250 employees by the second year.

"Research in the field of irradiation of food has been conducted over the past several years under the direction of the Army QMC in cooperation with the other agencies of the Department of Defense, the Department of Agriculture, the Atomic Energy Commission and more than 70 industrial and educational institutions.

"Research thus far conducted under the direction of the Army QMC has established the feasibility of utilizing nuclear emanations, such as gamma rays and electrons, instead of heat, to kill or inactivate microorganisms which are responsible for food spoilage. The ultimate military and civilian advantages of the process include a reduction in refrigeration requirements, reduced food losses, improved control of certain food-borne diseases, and a wider availability of fresh foods under field conditions."

Texas Canners Association

Lewis H. Moore of the L. H. Moore Canning Co., McAllen, was reelected president of the Texas Canners Association at the group's annual convention recently.

Joe Gavito, Jr., Qualify Products, Inc., La Feria, was reelected vice president, and T. E. Stinson, Alamo Products Co., Alamo, was reelected treasurer. Jack H. Drake is acting executive secretary.

National Pickle Packers Assn.

W. E. Dailey, Jr., of Dailey Pickle Company, Saginaw, Mich., was elected president of the National Pickle Packers Association recently at the group's annual meeting.

Evert Landon of Nalley's, Inc., Tacoma, Wash., was elected vice president. Leon Glaser of Glaser, Crandell Co., Chicago, was reelected treasurer, and Bill Moore, Oak Park, Ill., was reelected secretary.

N.C.A. President Cites Gains in Canned Foods Popularity

In an address at the fall meeting of the Illinois Canners Association this week, N.C.A. President A. Edward Brown attributed the tremendous gains in consumption of canned foods over the last quarter century to the convenience, taste, and price of this form of food.

Use of canned foods over the last 25 years has increased at a much faster rate than have prices. Mr. Brown asserted that the growth in canned foods popularity is characteristic of an era during which the consumer has had a wide choice of food products.

He pointed out that consumer preference for canned foods is so great that the producers of vegetables for the fresh market have barely kept production in line with the increase in population, while fresh fruits have actually lost ground on a per capita basis.

He also cited government statistics showing that the consumer is able to buy more canned foods today than two decades ago. The average weekly earnings have increased approximately 350 percent in that period, while prices of canned fruits and vegetables have risen only 175 percent, he reported.

"While the relative stability of the price of canned foods has undoubtedly stimulated consumption," Mr. Brown stated, "it has raised certain grave problems which we have not as yet been able to solve." The industry is confronted, he declared, with rising costs in nearly all fields—raw product prices, container costs, wage rates, taxes, interest, and other overhead items. But he asserted, canners have acted to increase efficiency through improved technology—more labor-saving machinery, higher volume, and development of better varieties of fresh fruits and vegetables.

Mr. Brown said that scientific research has always been utilized by the canning industry to improve existing products and develop new ones, and declared that the need for research on new methods is no less important today than in the past.

Mr. Brown's appearance on the Illinois program and these highlights of his address were cited in a press release issued by the N.C.A. Information Division and sent to 120 Illinois radio and television stations, 113 Illinois newspapers, the national and local wire services, and the canning trade press.

Brazil's Tariff Schedule

Notice is given in the *Federal Register* of November 2 that the Committee for Reciprocity Information will receive public views with regard to tariff negotiations to be conducted by the United States with Brazil.

The negotiations are necessary by reason of the adoption by Brazil of an over-all tariff revision. In the coming negotiations Brazil will seek to withdraw or modify tariff concessions previously negotiated and will look toward the establishment of a new schedule of Brazilian tariff concessions in the General Agreement on Tariffs and Trade.

Among the principal commodities on which tariff concessions were granted by Brazil to the United States under the GATT are canned soups, canned vegetables, and canned fruits, including jams and jelly.

A public hearing will be held by the Committee for Reciprocity Information beginning December 5. Applications to be heard at the public hearing should be received by the CRI by November 25. The closing date for submission of briefs by persons not desiring to be heard is December 16.

It is anticipated that tariff negotiations between the United States and Cuba will be held on a similar basis, so as to enable Cuba to implement a revised tariff schedule, and that announcement of public hearings by the CRI in this connection will be made in the near future.

1958 Festival of Foods

A worldwide Festival of Foods has been announced by the show management, United States World Food Shows, Inc., for April 23-27, 1958. This will be the first food show to be held at the New York Coliseum and reportedly will be the largest display of foods exhibited in the U. S.

Billed as the "world's showcase for new food products," the festival will present the latest developments in foods as well as those long established in the industry. Food buyers from every land will have an opportunity to see and to sample, to compare and to inspect the packaging, display, and presentation of food products from around the world.

Space reservations and requests for additional details may be directed to the United States World Food Show, Inc., 373 Fifth Ave., New York 16, N. Y.

Farm Journal

Canned foods are featured in the "Busy Woman's Company Cookbook" of the November issue of *Farm Journal* magazine. The article by Nell Nichols, director of food and equipment, is entitled "I'll Put on Some Extra Plates."

In her subtitle, Mrs. Nichols says: "How often a farm woman greets unexpected company! We've worked out ways of getting dinner-for-more on short notice." About the 12 recipes in which 14 canned foods are used, the author continues, "Members of *Farm Journal's* family test group—most of whom set two or three extra places every few days—tried these recipes. They reported that the dishes are out-of-the ordinary, but simple to prepare, offer good combinations of flavor, call for ingredients they usually have on hand, and dress up a dinner that has to be rushed."

To make dinner heartier it is suggested that a side dish of canned baked beans or a casserole made with canned chicken might be added. It is also suggested that dessert is easily added when canned fruit, ice cream and cookies are on hand.

Pictured in a color photograph are three of the recipes: beans with deviled ham, using canned pork and beans and deviled ham; quick broiler meal, using canned chopped ham, sweet potatoes and pineapple; and chicken casserole that uses canned chicken rice and cream of chicken soups, chicken, onions and chow mein noodles. In other recipes canned corn, bean sprouts, cream of chicken or cream of celery soup, and peaches are used.

Canned Pea Marketing Effort

A Thanksgiving Day menu promotion of canned peas was urged by Wisconsin canners and is being performed by the syndicate Sunday magazine *Parade* in its forthcoming November 17 issue. Preprints of this feature were mailed this week under the N.C.A. Consumer and Trade Relations activity to members and others, so as to furnish opportunity to tie in their individual sales and promotion efforts through brokers and distributors.

Besides peas for Thanksgiving Dinner, the feature pictures and names these other canned items: mushrooms, sweet potatoes, onions, cranberry sauce, olives, corn, orange juice, and plum pudding.

Consumer Service Division To Meet with Foods People

The staff of the N.C.A. Consumer Service Division is scheduled to attend leading national conventions of foods people this fall, for meetings and conferences on developments in their various fields of interest.

Katherine R. Smith, Director of the Division, attended the annual convention of the American Dietetic Association in late October. This meeting was attended by leading nutritionists, dietitians, home economists in business, teachers, and public health personnel.

The Division's fall travel schedule contemplates more contacts of a similar nature.

Miss Smith spoke this week at the annual meeting of the Iowa-Nebraska Canners Association in Des Moines and was interviewed by Herb Plambeck, farm editor of radio station WHO. She also was to visit the headquarters of *Better Homes and Gardens* magazine, in Des Moines.

Miss Smith will next attend a meeting of the New York City Home Economists in Business. Representing the canning industry, she will give a report at the group's Food Forum, and will meet with the board of the Institutional Food Editors Conference.

Miss Moselle Holberg, Assistant Director of the Division, will attend the annual convention of the American School Food Service Association in St. Louis. This meeting is attended by national, state, and city school lunch service personnel, college teachers of institutional food service, and other foods people.

On her return from that meeting Miss Holberg will work in several cities, holding conferences with newspaper food editors, homemaking supervisors and teachers, radio and television people, and other foods people.

Grade Standards for Potatoes

Notice is given in the *Federal Register* of November 8 that the Agricultural Marketing Service of USDA proposes to amend U. S. standards for grades of potatoes.

A public hearing to discuss the proposal will be held November 22 in Room 3046 South Building, U. S. Department of Agriculture, Washington, D. C., starting at 9:15 a.m.

USDA reports that a survey of the potato industry last spring indicated that potatoes of a higher quality than U. S. No. 1 are customarily packed, sold, and bought. Under the proposed revision, therefore, the U. S. Fancy grade would be eliminated. It is proposed that requirements for the U. S. Extra No. 1 be tightened in respect to maturity, cleanliness, and tolerance for defects, in order that this grade will provide a practical basis for wholesale buying and selling premium pack potatoes.

Tolerances for defects would be reduced in three grades.

Minimum size requirements would be dropped, and grade determinations would be based only on other quality factors. However, the proposal provides for optional use of minimum sizes or weights or counts per container.

USDA said it is intended to make the revised standards effective next July 1.

1957 Pack of Corn by State and Variety

Region and State	1956 White	1956 Golden	1957 White	1957 Golden
	(actual cases)		(actual cases)	
East:				
Maine, Vt., and N. H.	.....	300,418	.....	934,487
New York	.....	1,142,968	.....	1,638,923
Maryland	390,594	1,759,163	90,603	577,077
Pennsylvania	178,172	657,545	69,276	321,600
Other states	17,639	325,578	(b)	178,684
Midwest:				
Ohio	(a)	641,998	(a)	546,507
Indiana	281,509	713,472	(a)	(a)
Illinois	2,165,601	5,707,156	1,057,804	5,485,236
Wisconsin	241,817	10,410,997	170,249	9,033,337
Minnesota	373,064	9,277,008	(a)	9,008,015
Iowa	94,652	2,100,052	69,644	1,866,845
Other states	114,478	378,451	577,573	936,437
Western states	.....	4,972,184	.....	4,952,580
U. S. Total	3,857,526	38,386,990	2,035,149	35,481,743

(a) Included in other states. (b) Small amount included in Pa.

USDA Sees 1958 Food Supplies Adequate for Consumer Needs

USDA reports in its 1958 outlook on the food situation that civilian consumption of food through next year is expected to be close to the per capita rate of a year ago.

With crop production this year about equal to the record high, supplies are expected to be adequate at least through mid-1958.

Supplies of fresh and processed fruits are expected to be somewhat larger this fall and winter than last, but supplies of fresh and processed vegetables in the coming season will be down from last year.

Supply prospects also point to more poultry meat and fats and oils but smaller supplies or red meats, fish, and eggs. No important shifts from the 1957 level or pattern of food consumption are anticipated for 1958.

USDA said that retail food prices may be a little higher than in 1957, at least until mid-1958, reflecting strong consumer demand, the slightly lower food supplies, and somewhat higher average marketing margins for food.

The same factors which have bolstered retail food prices in 1957 are expected through the first half of 1958. Consumer income will be high in 1958 and demand for food will remain strong, USDA said.

Fruits

Current prospects for the 1957-58 pack of canned fruits in the continental United States point to a total somewhat under the record 1956-57 pack of about 3.6 billion pounds (approximately 84 million equivalent cases of 24/2½ cans).

Total production of frozen fruits and fruit juices in 1957 is expected to be somewhat larger than the record 1956 pack of about 1.6 billion pounds. This would mean a continuation of the upward trend in output of the past decade, and a further increase seems likely in 1958, USDA said.

The 1957 pack of frozen deciduous fruits and berries (excluding juices) probably will be a little larger than the 1956 pack of nearly 700 million pounds. Output of frozen RSP cherries is about 131 million pounds, a new record nearly 48 percent above the relatively small 1956 pack. The pack of frozen strawberries this year again will be large but may be second to the record 1956 pack of 312 million pounds. Increased packs of other berries, especially raspberries, blackberries and blueberries, are indicated for 1957, and heavy packs of frozen peaches and apples also are expected.

Total production of frozen fruit juices in 1957 also is somewhat larger than in 1956. The 1956-57 pack of frozen orange concentrate in Florida was 72 million gallons, a new record. Packs of frozen tangerine juice concentrate and frozen grapefruit concentrate also are up.

Total production of dried fruits in 1957-58 is expected to be considerably smaller than in 1956-57. The reduction will be mainly in raisins and dried prunes.

Vegetables

With larger carryover but substantially smaller output of canned vegetables this season, the supply of canned vegetables in the 1957-58 marketing season will be a little smaller than the heavy supplies of 1956-57. The notable exceptions to this over-all supply picture are canned peas and snap beans.

The supplies of frozen vegetables in the current season are expected to be record large. The pack this season is expected to be somewhat smaller than a year ago, but carryover stocks at the beginning of the current season were much larger.

Substantially smaller supplies of fresh vegetables are expected to be available this fall than last. Estimates available on October 1, on crops which account for more than 95 percent of total fall production, indicate that output is likely to be about 9 percent under that of 1956. Sharpest cut from a year earlier occurred in early fall cabbage. Among other major items, moderate to substantial reductions were also reported for carrots, cauliflower, broccoli, celery, and Brussels sprouts.

The indicated 1957 production of potatoes is moderately above the USDA's acreage-marketing guide recommendation but supplies are considered to be at "manageable" levels. The 1957 crop of sweet potatoes, at 17.2 million hundredweight, is slightly larger than the 1956 crop but 15 percent below the 1949-55 average.

The USDA's acreage-marketing guide for winter vegetables recommended a planted acreage 1 percent less than in 1957, but average yields would result in production moderately larger than last year.

The following table summarizes preliminary estimates of production and per capita consumption of various types of processed foods for 1956 and 1957, with comparisons:

Commodity	Production			Consumption		
	1956	1957 Prelim.	1957 as a percentage of 1956	1956	1957 Prelim.	1957 as a percentage of 1956
	(*millions of pounds*)			(*pounds per capita*)		
Vegetables:						
Canned	8,824	7,300	83	43.9	44.0	100
Frozen	1,522	1,384	91	7.2	7.8	108
Fresh	19,912	18,460	93	104.0	97.8	94
Fruits and juices:						
Canned fruits	3,607	3,400	94	21.6	22.6	105
Canned juices	2,015	2,000	99	13.0	12.9	99
Frozen (including juice)	1,592	1,650	104	8.8	9.2	105
Dried	807	700	87	3.6	3.6	100

TABLE OF CONTENTS

Convention PAGE

Esther Foley, home service director for MacFadden, to address Marketing Session at N.C.A. Convention 333
N.C.A. Convention banquet 333

Foreign Trade

Brazil's tariff schedule 334
1958 festival of foods 334

Marketing

Canned pea marketing effort 335

Meetings

N.C.A. President cites gains in canned foods popularity 334

Personnel PAGE

Texas Canners Association 334
National Pickle Packers Assn. 334

Publicity

Consumer Service Division to meet with foods people 335
Farm Journal 335

Research

Planning contract awarded for Army radiation center 333

Standards

Grade standards for potatoes 335

Statistics

1957 pack of sweet corn 333
USDA sees 1958 food supplies adequate for consumer needs 336